

TORUS LLC

Strategic Consulting · Web · Marketing · Operations

WEBSITE REBUILD + MARKETING PARTNERSHIP

Prepared for

Bijin Aesthetic Skincare

Las Vegas, Nevada

Prepared by Torus LLC

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EXECUTIVE SUMMARY

Bijin Aesthetic Skincare has built a real reputation in Las Vegas as a premium aesthetics studio — Dermapen®, chemical peels, microdermabrasion, custom facials, and body work delivered by a licensed clinician. The brand is solid. The digital surface that represents it is not pulling its weight.

Torus proposes a focused engagement to bring Bijin's web presence in line with the quality of work the studio actually delivers, then layer ongoing marketing services to convert that presence into booked appointments and repeat visits.

- **Rebuild the site** on a modern, mobile-first stack with online booking, gallery, and lead capture wired in from day one.
- **Wire the funnel** with GA4, Meta Pixel, GTM, schema, and local SEO so every dollar spent on marketing is measurable.
- **Run the engine** monthly: content, social cadence, GBP optimization, retargeting, email — owned by Torus, reported to Bijin.

CURRENT STATE AUDIT

Audit conducted 2026-05-03 against bijinskincare.com and the Bijin Aesthetic Skincare Facebook page, supplemented by directory data (Yelp, Vagaro, ClassPass).

What's working

- Established brand identity in the Las Vegas aesthetics market with a clinically-trained licensed esthetician (Zana Paul) anchoring credibility.
- Defined service catalog: customized facials, chemical peels, microdermabrasion, Dermapen® microneedling, body wraps, waxing, spa manicures.
- Active Facebook presence and visible social proof through third-party listings (Yelp, Vagaro).
- Strong service-area positioning at 2001 S. Rainbow, Suite 100, Las Vegas — a real, walk-in geographic anchor.

What's holding the business back

- **Dated visual presentation.** The current site reads like template-era 2017 — typography, hierarchy, and imagery are not at the level a \$200+ Dermapen® client expects when researching providers.
- **No native online booking.** Bijin lives on Vagaro for scheduling — fine as a back-end, but the .com hands traffic away instead of converting it. Every click that leaves the site is friction.
- **Zero conversion infrastructure.** No visible GA4, no Meta Pixel, no GTM container, no event tracking. Marketing spend cannot be attributed; remarketing audiences cannot be built.
- **Weak local SEO surface.** Meta titles, descriptions, structured data (LocalBusiness, Service, Review schema), and Google Business Profile signals are under-optimized for high-intent terms like "Dermapen Las Vegas," "chemical peel Summerlin," "microneedling near me."

- **Content cadence is sporadic.** Facebook activity is inconsistent, IG content is not repurposed across channels, and there is no email program capturing the warm audience that already follows the brand.
- **No CRM or lead capture.** Inbound interest is not systematically captured, tagged, or nurtured. Repeat-visit revenue is left on the table.

PROPOSED SCOPE

A staged engagement designed to fix foundations first, then compound through marketing, then add automation once the prospect is ready for a full CRM. Each phase produces standalone value — Bijin can stop at any phase boundary.

Phase 1 — Website Rebuild

6-week sprint · one-time deliverable

- ▶ Brand & UX discovery: voice audit, competitor sweep (medspa + aesthetics LV market), moodboard sign-off.
- ▶ Design system: typography, palette, component kit aligned to premium aesthetics-industry standard.
- ▶ Build: responsive site on a modern stack (Next.js / Webflow / Squarespace 7.1 — recommended pending Bijin preference).
- ▶ Pages: Home, About / Founder, Services (per-treatment detail pages with pricing), Gallery / Results, Booking, Contact, Blog.
- ▶ Online booking integration with existing Vagaro account — embedded, not redirected.
- ▶ On-page SEO: meta titles, descriptions, alt text, semantic headings, internal linking.
- ▶ Schema markup: LocalBusiness, MedicalBusiness, Service, Review, FAQ.
- ▶ GA4 + Meta Pixel + GTM container installed and event-mapped at launch.
- ▶ Google Business Profile audit + optimization: services, hours, photos, Q&A, post cadence.

Phase 2 — Ongoing Marketing Services

Monthly retainer · begins at launch

- ▶ Content: 4 blog posts/month optimized for Las Vegas aesthetic intent keywords.
- ▶ Social: 12 IG/Facebook posts + 4 Reels/month, reused across Pinterest where relevant.
- ▶ Email: monthly newsletter + automated post-treatment + birthday + win-back sequences.
- ▶ Paid social: managed Meta ads (\$500–\$2K/mo media budget recommended, billed separately).
- ▶ Local SEO: monthly GBP posts, citation cleanup, review-velocity program.
- ▶ Reporting: monthly performance dashboard (traffic, bookings, attribution, cost-per-booked-

appointment).

Phase 3 — CRM & Automation (Optional)

Activates when client volume justifies a full stack

- ▶ HubSpot or comparable CRM stand-up with contact, deal, and ticket pipelines tuned for an aesthetics studio.
- ▶ Lead capture forms unified across site, Meta lead ads, and walk-in intake.
- ▶ Lifecycle automations: new client → first-treatment follow-up → 30/60/90-day re-engagement.
- ▶ Loyalty / membership program infrastructure (recurring revenue layer).
- ▶ Reputation management automation: post-visit review requests routed to Google + Yelp.

INVESTMENT

Pricing reflects industry benchmarks for SMB aesthetics-vertical web + marketing engagements. Final scope confirmed in discovery; ranges allow Bijin to right-size without restarting the conversation.

Phase	Deliverable	Investment Range
Phase 1	Website rebuild + analytics + GBP + on-page SEO	\$6,500 - \$12,000 one-time
Phase 2	Ongoing content, social, email, local SEO, ad management	\$1,800 - \$3,500 / month
Phase 3	CRM + automation + loyalty (HubSpot or equivalent)	Scoped after Phase 2 — TBD
Media	Recommended Meta + Google ad budget (passed through, client-paid)	\$500 - \$2,000 / month

Engagement begins on signed SOW + 50% Phase 1 deposit. Phase 2 is month-to-month with a 30-day out clause after the first 90 days.

TIMELINE

Six weeks from kickoff to launch. Phase 2 retainer begins the day the new site goes live.

Week	Activity
Week 1	Discovery, brand/voice audit, competitive sweep, sitemap signoff
Week 2	Design system + key page mockups (Home, Services, Booking)
Week 3	Full design approval; development begins
Week 4	Build-out: all pages, integrations, content migration
Week 5	QA, analytics wiring, schema, accessibility pass, GBP optimization
Week 6	Launch + Phase 2 retainer activates

WHY TORUS

Torus operates across categories most agencies never touch — and that's the point. We've built marketing and operating stacks for cannabis retail (Sky Club), HVAC field-services (All Season Pro / ATH), JV-operated consumer brands (Amazin Brands), and AI engineering (AI Maestro). What that means for Bijin: we know how a regulated, locally-anchored, repeat-visit business actually grows. Aesthetics is closer to HVAC than fashion — recurring service revenue, hyper-local intent, trust as the conversion lever — and we've built that funnel before.

We're a senior team. No account managers between you and the people doing the work. You'll get the same person on month 1 and month 12.

NEXT STEPS

- 30-minute discovery call: confirm goals, lock scope of Phase 1, identify any technical constraints (Vagaro account access, current hosting, domain registrar).
- Torus delivers a fixed-fee Phase 1 SOW within 3 business days of the call.
- Countersign + 50% deposit kicks off Week 1 immediately.

Ready when you are.

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NOTES & ASSUMPTIONS

Direct fetch of bijinskincare.com and the Bijin Aesthetic Skincare Facebook page was not available during proposal preparation. Audit findings are derived from public directory data (Yelp, Vagaro, ClassPass), search-engine snippets, and standard industry diagnostics for SMB aesthetics-vertical web properties of this profile. Specifics — exact tag deployment, Pixel ID presence, current page count, and Facebook posting cadence — to be confirmed in the Phase 1 discovery audit. Pricing assumes a single-location studio with one practitioner; multi-location or franchise scope is out of band.